# NEWS

*A camera study by our own* Fred D. Lehn, *Director of International Division of* Underwood Elliott Fisher—*a prize-winning picture from many exhibited in a photographic contest conducted at the Advertising Club of New York. Congratulations,* Mr. Lehn. *When a distinguished committee of judges award a Blue Ribbon for your masterpiece, we can certainly be pardoned for bestowing our unstinted praise of a truly beautiful picture—on the cover of our Family Magazine!*

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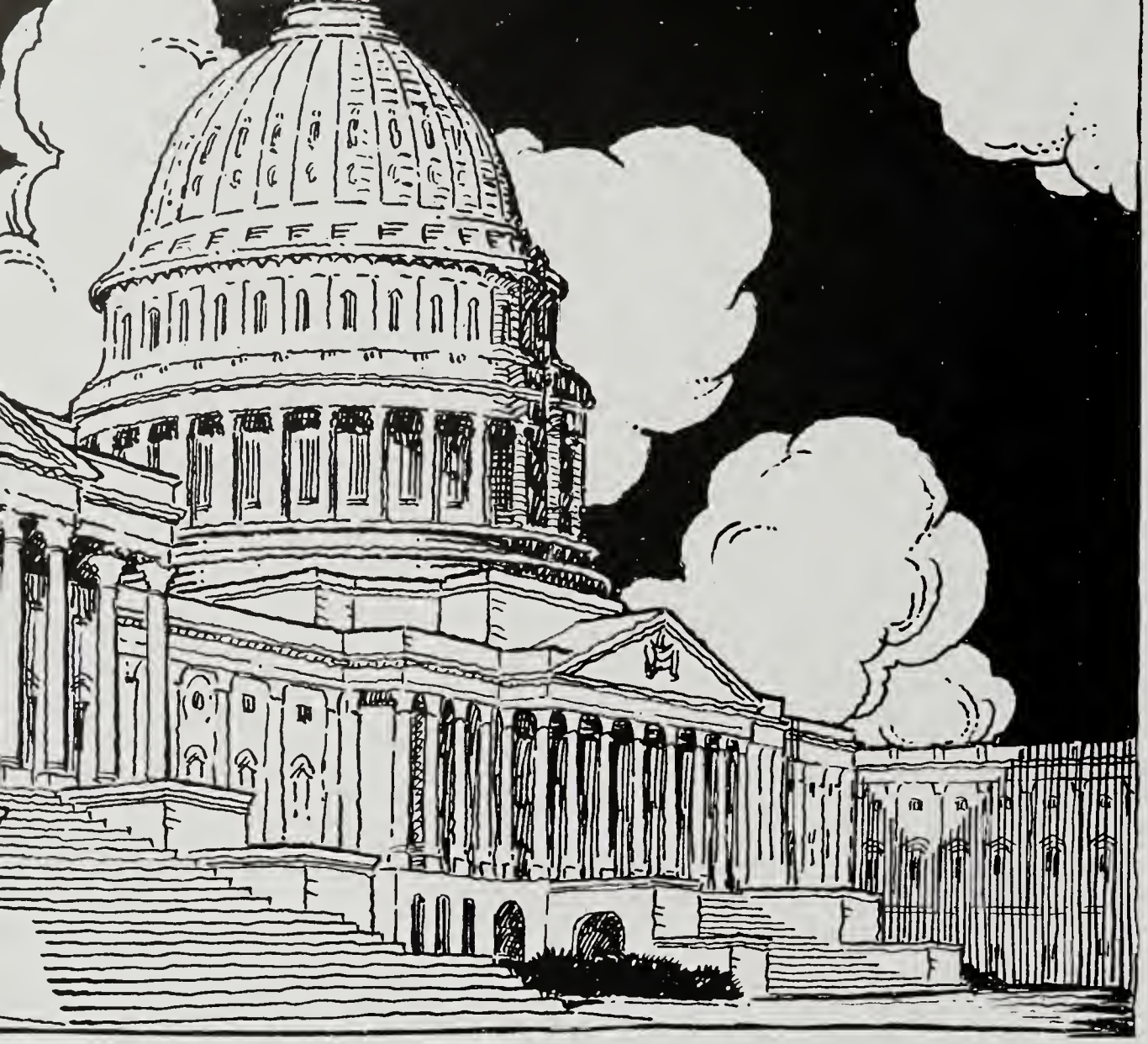


# *Time*... the Meter of Victory!

Not unlike a huge central power station, building up and generating a tremendous momentum and driving force, the Nation's Capital is charged with power to move men, materials and equipment. Still further pursuing the simile of the power station, a labyrinth of power lines girdling the continent and reaching to distant points beyond the mainland, carry peak-load energy to mills, mines and factories, to dock-yards, wharves and railway terminals.

Ships, planes, tanks, munitions and varied equipment are literally pouring from the assembly lines. The out-put of any one plant seems insignificant and inadequate, until multiplied by the aggregate production of many plants. We are beginning to appreciate the tremendous force driving us through an era of unsurpassed historical significance—a force and power developed through direct connected channels of transmission in producing raw materials and fabricating them into things we need, as a Nation, to insure the freedom and happiness of each individual, each American citizen, or citizen-to-be.

However vital, or important, the vast and varied creative and productive capacity of the thousands of plants and millions of people hooked up to the feed lines of the Capital Central Station, every plant and every individual must bow to the inevitable pre-requisite to ultimate success . . . Time.

Man-days, man-hours and man-minutes—time!—is the meter through which every conceivable achievement is measured—from the tiniest bearing in the four-motored bomber to the enormous castings of our largest arsenals.

Every precious hour, multiplied by an uncommon denominator of millions of busy citizens, equals Production.

Every precious hour, divided by lost motion, obsolete equipment, cumbersome methods or class selfishness, short-circuits the main line power feeds and slows down the momentum of the individual, taking its toll from the assembly line.

To my mind one of the greatest forces abroad in American Industry, today, is the sensible and timely, the compelling and logical advertising theme of one of our best known industrial enterprises,* in their endeavor to stop waste by saving time. Here is a typical headline from one of their advertisements appearing in such publications as *Business Week*: "America Needs Every Hour that Business Can Save!"

A series of these advertisements appearing in many business magazines constitutes perhaps one of the most beneficial campaigns of the decade and, at the same time, with not the slightest attempt at flag waving to arrest attention, awakens the slumbering spirit of patriotism to a flame of hope . . . and action—productive action, buying action, time-saving action.

In the glorious history of our country, Industry—terribly maligned and abused in recent years—never had a grander opportunity to settle, for all time, its claim to top honors in the councils of nations. Industry will not fail—never has failed and never will fail; for it is only through Industrial Production, in war or in peace, that wealth or its equivalent is created.

Every person engaged in industrial activity, however humble or exalted his or her position, is master of minutes, and hours, and days, and months which measure the volume of production.

We are suddenly becoming a nation of intrepid clock watchers, awakened to the personal satisfaction and extreme importance of time well spent. Because we are learning, day after day with increasing appreciation, that we must rise out of the lethargy of self-sufficiency and splice both mental and physical energies and ambitions to the capital power lines, with our eyes on the clock and our thoughts on making every minute count in a pull-all-together-pull.

Every executive, every salesman, every clerk or mechanic, however far removed from contact with the "defense" production industries, has a duty—a right as a citizen—to direct his or her thoughts and energy along the lines, the power lines, that stretch out across the nation's length and breadth.

In our haste we are sure to make mistakes, many of them. But let us not make the BIG mistake of falling down on the job immediately before us—your job and my job, wherever we may be or whatever we are doing.

The saving of minutes, hours and man-power days will shorten the distance between doubt and certainty. The stronger the pressure and power of each fleeting hour, the greater the volume of production, the more we can, as individuals and as a nation, place on the scales of justice the aggregate production which will tip the beam and the balance of power.

The man who falters is not true . . . to himself!

*UNDERWOOD ELLIOTT FISHER CO.

NEWS

Vol. 9 No. 4

*Family Magazine of the Underwood Elliott Fisher Company, Published at One Park Avenue, New York, N. Y.*

Andrew Cerruti . . . . *Editor*

# The Open Road

Somewhere, tucked away in the writings of John Burroughs, beloved naturalist, is a memorable expression on walking and the open road. It is to the effect that he who races along the open road sees little of its inspiring life and beauty; while he who walks, leisurely, comes upon much interesting and enlightening romance—the wild flowers at the roadside; the sheltered arbors where peace and quiet enshrouds the nests of feathered friends; the marshes and underbrush where life, in abundance, responds to almost every leisure step; the winding streams and pools where fish of varied hue browse along their verdant banks, lush with the wine of cool and freshened earth, where vagrant forget-me-nots, pansies, daffodils, marigolds and many other flowers spring from secluded niches, like pretty children proudly displaying their lovely raiment—a world at ease, which can best be visited afoot.

The call of the open road is ringing in the hearts of many of us, as we are about to venture on our vacations to the great outdoors.

To some the call comes from afar, a distant farm, a far away mountain, a rolling countryside, a sandy beach, a friendly shack in the woods, to any and all of which a familiar road leads to peace, rest . . . and, above all, a change in environment closer to the heart of Mother Nature.

To others journeys afar raise the hopes and pleasure of anticipation, as they envision new and different centers of interest and enjoyment—picturesque links, swanky hotels at the rendezvous of the affluent, health resorts, bridle paths that wind through miles of velvety turf, a mountain pool at the foot of a waterfall, or an old swimming hole . . . all appealing havens scattered far and wide along the open road.

Whether a week, a fortnight or a month, vacation always comes to an end all too soon. Before we realize it, we are back at our every-day tasks, back to the people and things of our work-a-day lives . . . all too soon we must journey back over the open road, back from care-free rest and pleasure.

Whether we travel far or near, whether we speed the course to our hearts desire or travel leisurely, whether we spend the allotted time hob-nobbing with the upturned noses or lazily dreaming at a hill-top shelter far from the beaten path, of this we can be sure: Our vacation will be what we make it! . . . and we can get all that we need, by way of change, rest and enjoyment, if only we will look upon our fleeting vacation time as a means to an end—with a definite plan and objective—the rebuilding of our vitality and the refiring of our spirits, with a shedding of the worrying thoughts and ideas which cast the shadows of doubt, fear and uncertainty over our year 'round efforts, leaving them forever behind us, somewhere along the open road.

For it is along the open road that we can find new hope, new life, new adventure, new inspiration, new strength and courage to fight the fight . . . with a song in our hearts, a twinkle in our eyes, and a stronger faith in the future.

# Hitting Our Stride

A grand year is in the making, for industry generally and for our company in particular. From all corners, the demand for greater speed and larger production is being reflected in healthy sales of Typewriters, Adding Machines and Accounting Equipment and Supplies.

Evidently we are on the way to a record-breaking year. Our "All-Out Aid to Industry" is paving the way to great opportunities for every salesman in the field—but it is up to the individual salesman to take advantage of these opportunities by applying himself, as never before, in perfecting the best possible demonstrations—the shortest possible way to greater sales.

We are hitting our stride as we turn the half-way mark—with a most encouraging volume booked and numerous splendid orders under negotiation. The tempo of "All-Out Aid" is filtering through to many classes of industry.

Now, with industry demanding greater speed and better methods, the UEF accounting machine salesman should "sell the whole line"—a three-way approach, rather than placing all faith in but one type of equipment—Underwood, Elliott Fisher and Sundstrand.

# We Are With You, Mr. Knudsen!

In every state in the Union our field force, every man, has grasped the spirit of "All-Out in 1941," to encourage top speed production in thousands of offices throughout the land. We have caught the inspiration in "Our Own 1941 Preparedness Program."

In our plants every man and woman is bending to the job of speeding production.

In our National Advertising campaign we are sounding the keynote of "Time" and "Speed" to millions of Americans. Never, in the long history of our Company, were we better prepared to help American Industry with

**Better and Speedier Writing**
**Faster and More Accurate Figuring**
**Rapid, Low Cost, Accurate Computations**
**High Speed, Multiple-Record Production**
**Unsurpassed, High Speed Accounting**

Figures, records, machine writing and computation and high speed accounting play their part in planning and producing more ships, planes, guns, tanks, tractors and munitions, and they are vital factors in speeding the Nation's defense program. So, Mr. Knudsen, to the limit of our man-power and resources, we are with you.

• W. F. Arnold

# Canada . . . Coast-to-Coast

Three glorious days—days to remember—marked the 45th Anniversary Conference of Underwood Elliott Fisher Limited of Canada.

And what a program!—embracing many notable addresses by the Coast-to-Coast leaders who gathered at the Royal York Hotel, Monday, Tuesday and Wednesday, May 5th, 6th and 7th—a program spiced with Meetings, Conferences, Luncheons, Dinners and a visit to Massey Hall and a Philadelphia Orchestra Concert, to Maple Leaf Gardens, to Boxing Bouts, to the University Women's Club, the Ontario Club, and other points of interest, terminating with the President's Dinner at the Granite Club, on Wednesday, May 7th.

World's Largest Ribbon Spool *served as the wrapper for a gift to* Joseph L. Seitz, *president of Underwood Elliott Fisher Limited, from his twenty-two branch managers which was presented at the dinner concluding the company's recent 45th Anniversary Conference, at Toronto. When* Mr. Seitz *lifted the spool's upper rim he found reposing in the hub an elaborate assortment of albums of operatic and symphonic phonograph records.*

• *Front row* (left to right)—James Doyle, *Secretary-Treasurer;* Edward Grand, Ottawa; Harry Glover, Saskatoon; Gordon Sanborn, Halifax; W. O. Webster, Vancouver; Isabel Cherry, Regina; J. L. Seitz, *President;* Sadie Craig, Victoria; Laurie Grigg, Toronto Typewriter Sales; Mary MacMahon, Toronto Employment Manager; Harry Russell, Hamilton; Charlie Cooper, Kitchener, and Bill O'Reilly, Toronto Stationery Sales Manager.

• • •

• *Second row*—Ray Pammett, Peterborough; Gratton Giblin, Toronto Rental Manager; Frank McGinn, Portable Sales Manager; Stan Symonds, Toronto Service Manager; Veron Cooper, St. John; Jimmy Gibson, Winnipeg; Stan Shaw, Windsor; Art Scott, London; Frank Newman, St. Catharines; Bill Fawcett, Edmonton; Cliff Osborne, Toronto Accounting Machine Sales; Walter Markle, Chief Accountant; Howard Moyer, Sudbury, and Bob Adams, Adding-Accounting Machine Sales Manager.

• • •

• *Third row*—Jim Carolan, Toronto Typewriter Sales Manager; Wilf Seitz & Gordon Somerville, Toronto Service; Jim Closs, Fort William; George Francis, Timmins; Kelly Bell, *Assistant Secretary-Treasurer;* Jack Hunter, North Bay; Ed Dunne, Kirkland Lake; Miss Nancy Taylor; Harry Muirhead, Montreal; Bill Fraser, Calgary; Clare Coo, Toronto Stationery Sales; Tom Keenan, Toronto Adding Machine Sales; Ray Smith, Western Sales Supervisor; Arch Newlands, Eastern Sales Supervisor, and Lee Trenholm, *Director Public Relations.*

# 99 UEF Golfers Compete for the President's Trophy

At the break of dawn on Saturday, June 7, cars from New Haven, Connecticut, New York and New Jersey sped over the roads leading to the Race Brook Country Club carrying 99 entrants to the annual UEF Golf Tournament. This was the largest turnout of golfers and duffers ever entered in competition for the greatest prize of all, the President's Trophy. The first tournament for the coveted prize was held in 1939.

For the third consecutive year the Trophy changed location, and again is inscribed with a new winner. This year, 1941, it will be inscribed with the name of ARTHUR J. RANSOM, of our Bridgeport works, who turned in a low net of 64. Congratulations to the winner!

With a three-way tie for second low net between GEARHART of Burlington, MANZ and CHILDS of Hartford each with a score of 65, the score keepers chose the winner according to the rules announced; first 7 par 4 holes on each card were totaled and the handicaps deducted. On this basis, MANZ of Hartford was second low net. For the third consecutive year, H. DAHLSTROM of Hartford works walked off with the low gross prize with a score of 76, and was presented with MR. STOWELL'S prize.

Other winners: second low gross, H. CHILDS of Hartford; third, J. W. CROCKETT of the Hartford Laboratory; fourth, GOSHDIGIAN of the Hartford Works; kicker's handicap, J. W. HOFFMAN, Bridgeport Works.

At the luncheon which followed the golf tournament and which was attended by 115 men, MR. STOWELL, who presented the various prizes, told a very interesting and enjoyable story about a member of his foursome.

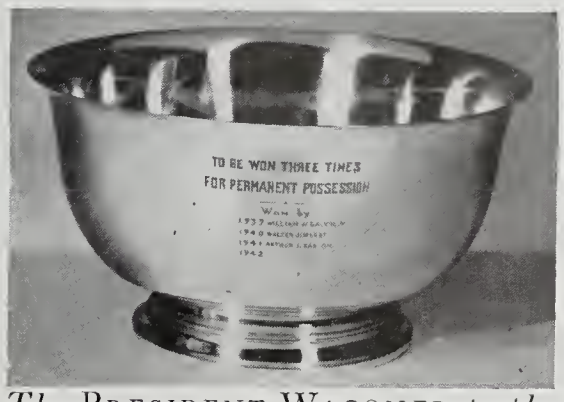
MR. STOWELL, playing with Messrs. TREFZGER, JENSEN and RAY, teed off the second hole and MR. JENSEN'S ball landed within a few feet of a water hazard in the form of a creek. "Al" was concentrating on his second shot in perfect position to lambaste that little white ball when from out of nowhere up sneaks a swan and nipped him on the leg(?) of his trousers. Your editor would like to know if any member of that foursome had whispered to the bird before "Al" got set. While no one member can be accused of being in cahoots with the swan, why did MR. STOWELL generously offer the bird to "Al" provided he would take it home alive?

From the general attitude of each person who played in this tournament and attended the luncheon, the party was quite a success, and congratulations should go to the Messrs. THAYER, WALLINGER, POULTON, HUGHES and LEONARD of One Park Avenue, who made up the committee and who worked so diligently to make this tournament a success. All indications point to a bigger and better tournament next year, but more about that when the plans have been formulated.

With Golfer DAHLSTROM consistently low gross winner, those participants who promised to be back next year to compete for the PHILIP D. WAGONER Trophy had better get in some secret practice.

The Committee Members of Hartford, Bridgeport and Burlington Works deserve a great deal of credit for their efforts towards making the 1941 UEF Golf Tournament such a happy and successful event . . . so thoroughly enjoyed by members of the UEF Family.

Photos courtesy HARRY HADDOCK




*The* PRESIDENT WAGONER *trophy . . . inscribed with the name of a new winner for* 1941, ARTHUR J. RANSOM. *Can he duplicate the trick next year?*

*Executive Vice President* STOWELL *congratulates the winner of the* PRESIDENT WAGONER *Trophy, who turned in a low net of* 64. *Our congratulations, too,* MR. RANSOM.

MR. STOWELL *felicitates* H. DAHLSTROM *of Hartford Works, who won* MR. STOWELL'S *prize, with a low gross score of* 76. *Fine going!*

*At the head table with Executives and Committee members —a lively spot all during the closing luncheon and a focal point of interest just before the winners were announced.*

*A group of the* 99 *UEF men who competed for the awards —with a rollicking day of renewal of auld acquaintances and "one stroke less" as the main objective.*

# Up the Hudson on the UEF Outing to Bear Mountain

*The good ship Bear Mountain—ours for a memorable day—up the Hudson.*

*One of the jolly groups registering pleasure for our camera man.*

*Absorbed in a four-handed bout, this UEF group chooses cards to baseball.*

Once again the spirit of UEF good fellowship came to full bloom for a wonderful day and in a glorious way . . . the UEF Outing to Bear Mountain State Park, June 21, 1941.

From Pier A, North River, the good ship *Bear Mountain* cast off at 9 a. m. with a happy UEF aggregation, for an all too short though wonderful day in the great outdoors.

As the *Bear Mountain* glided away from the pier the spirit of comradery was soon manifest, in refreshments, card games, dancing (with many novelties thrown in) and plenty of joy and laughter for everyone.

Almost everywhere aboardship were camera enthusiasts bent on recording, permanently, the episodes and personalities appealing to their individual lenses. A composite of them all would be a truly panoramic-montage of UEF at play. Only a very few of the many interesting "shots" are reproduced.

As the stately Hudson unfolded its imposing beauty with every throb of the ship's propellers, the lunch-counter and dining tables proved popular havens as the tang of out-o'-doors revived impatient appetites, until the boat docked at Bear Mountain, where the Bear Mountain Inn's Cafeteria proved a satisfying oasis for many who were impelled to violate the resolve to wait for the "big eats."

At the park amusements and joyous exercise awaited the venturesome "family"—swimming, boating, roller skating, hard and soft baseball—with a dressing lodge for participants in activities such as horse back riding, etc.

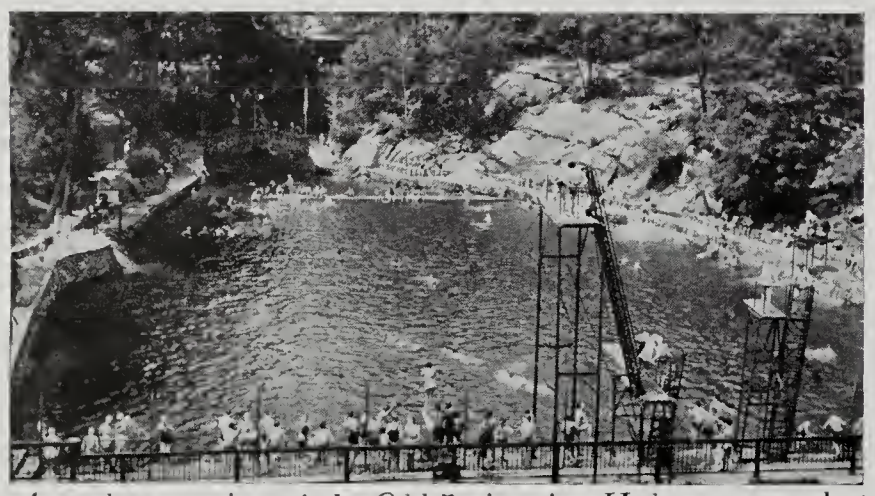
As the glorious day, with its ever-changing interests and enjoyment, was passing into the three-quarter stretch, the clan gathered in Bear Mountain Inn for a delicious charcoal broiled steak dinner, with all the fixin's, at 5 p. m. This wonderful dinner was enlivened by a "welcome" address by C. S. Duncan, *Treasurer,* which was followed by the drawing for door prizes. Good U. S. currency was won by the holders of the lucky numbers.

Signalizing the end of a perfect day—a day when old friends reunited and when many of the UEF organization became a little better acquainted with their business associates, the excursionists trekked to the Bear Mountain Pier to board the steamer for the big town—and home. Who can forget a moonlit Hudson? . . . or deck-lolling on a sail along its scenic grandeur, by moonlight . . . or the exciting thrills of the dancing and joviality of the last leg of a care-free adventure?

To the Outing Committee great praise is due for a memorable get-together. The General Committee consisted of: J. H. Gilmore, *Chairman,* Comptroller's Dept., W. F. Oswald, Executive Office, G. Grim and W. G. Turquand, General Sales Dept., W. H. Shepler, General Service Dept., A. W. Beecher, Accounting Machine Division, F. W. Springer, Adding Machine Division, H. L. Feldmann, Service Dept., J. A. Fallon, Typewriter Division, W. V. G. Riblet, Secretary and Treasurer's Dept., W. Button, Used Machine Dept., and C. H. W. Ruprecht, Outing Publicity.

Thus, June 21 goes down in UEF History as an eventful day—full of healthful fun and priceless good-fellowship—never to be forgotten!

Photos by Geo. Bender and Harry Haddock



*A modern version of the Old Swimming Hole as snapped at the Bear Mountain Outing with high diving the feature.*

*A shot of a dinner group at the Bear Mountain Inn, where more than 600 hungry UEF excursionists joined forces.*

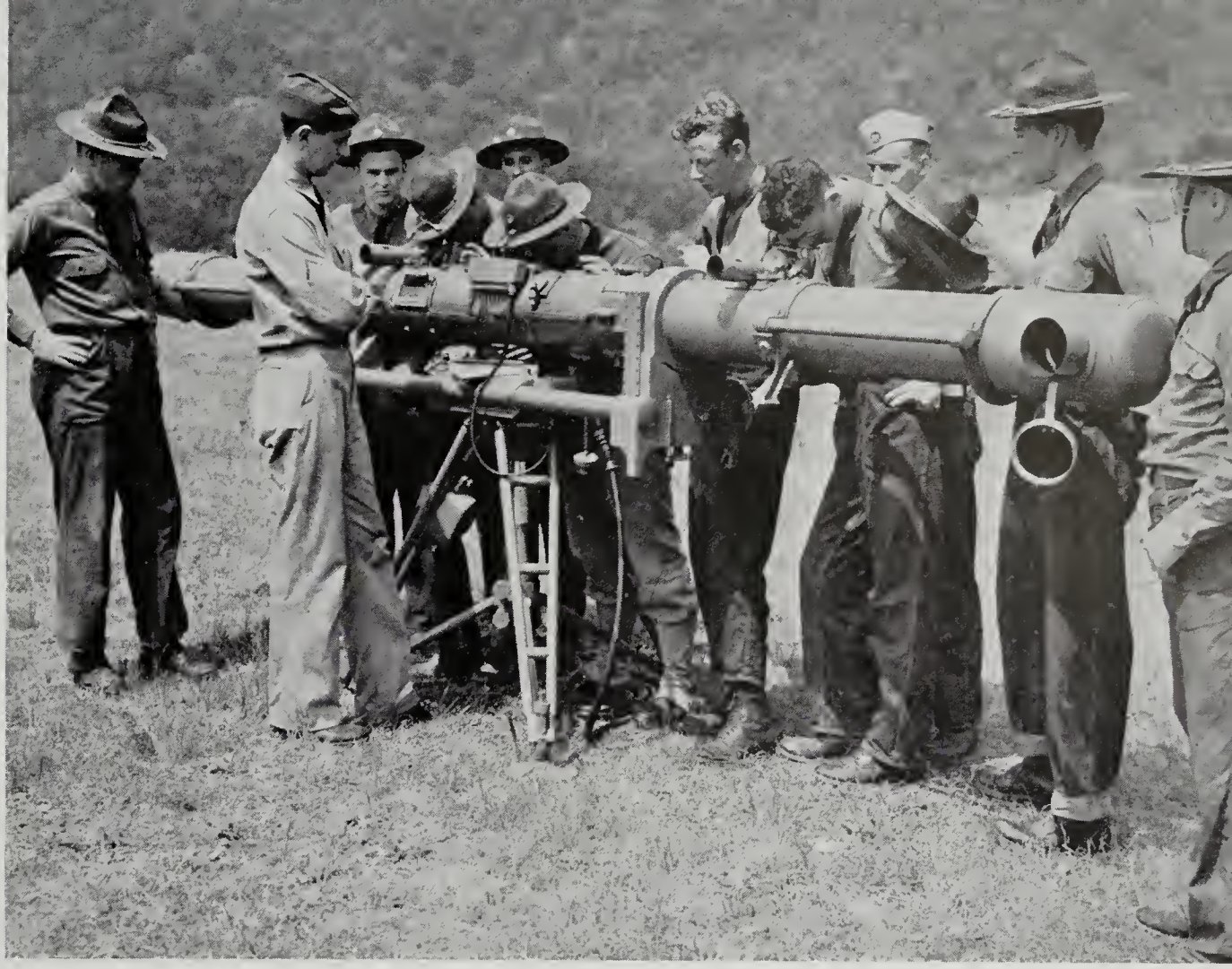
*A "friendly" card game on the upper deck—with all eyes on the dealer.*

JOHN GILMORE *and* C. S. DUNCAN *in a close-up snapped at Bear Mountain.*

*A happy group pitching horseshoes—an interesting candid snapshot.*

*All poised for a joyous sail, these rail birds went in for a good suntan.*

*The publicity division gangs up at the Bear Mountain Park Cafeteria.*



# *Salute*...to Our "Service" Men

WE salute our buddies in the Marines, the Navy, the various branches of the Army and Aviation! Scores of them have ventured forth, Soldiers of Democracy, leaving their accustomed peace-time posts and, at much sacrifice to themselves and their families, joined the Vanguard of Free Men to protect and perpetuate the American way of life, our "Service" Men.

We salute them . . . one and all—and, while we pay them humble tribute, we want them to know we are with them in spirit, rooting for them, wishing them (and ourselves) a speedy readjustment in world affairs which will bring us all great happiness in a lasting and honorable peace.

To mention all our "service" men would entail a job which time and space will not allow; to mention but a few—more particularly those commissioned to important posts—would not be exactly fair to the rank and file. Therefore we greet them, as a class, our "service" men, and look forward to the day when they will come marching back to the UEF ranks, to take their places in our own Hall of Fame, to the companionship of their friends and business associates.

The number of our "service" men is steadily increasing. One by one they are mustering into the ranks of a mobile force destined to reinscribe the tenets of Freedom and Independence on the consciousness of the world. May good luck, good health and happiness follow every one of them!

As we pay this tribute to them, we cannot suppress the thoughts burning in the hearts of every true American—the thought and hope that out of the turmoil wrought by selfishness, fear and aggression, we, the Disciples of Liberty and Freedom, will hold aloft the Light of Hope and carry it forward, unafraid, to the ramparts where World Right and American Might will forever seal the doom of leaders and dictators who enslave their people and who violate every tradition of honor and faith among nations.

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Illustration above (Acme Newspictures) With this stereoscopic height-finder determining the exact altitude of an "enemy" airman is a simple matter for the National Guard's 207th Anti-Aircraft Regiment (the old "Swanky 7th") at their camp at Peekskill, N. Y. To the astonishment of many hard boiled campaigners, the "Silk Stocking Regiment," many of them off Park Avenue, are giving good account of themselves. In the words of a lieutenant of the National Guard of the 212th Coast Artillery, who drew the assignment of acquainting the old Seventh with their new duties in learning to master war in the air—"Its the damndest thing you ever saw. We expected to find a bunch of silly aristocrats and instead of that we found one of the swellest bunch of soldiers you ever bumped into."

# The Machine of

CLAIMS to superiority can only be justified when proof, unqualified, unprejudiced proof, establishes beyond question every feature of outstanding advantage.

In a typewriter, as with any mechanical device dependent upon various elements of design and assembly for pre-eminent performance and unsurpassed quality of production, the factors contributing to topmost speed as well as pronounced legibility must be built into the typewriter.

There are many reasons why UNDERWOOD can consistently, year after year, lay claim to the saga of "The Machine of Champions"—for year after year, in the world's foremost speed contests the champions have consistently out-performed their own championship records with the UNDERWOOD.

Typical of UNDERWOOD'S proven claims to superiority is the current advertisement reproduced herewith, in which "UNDERWOOD proves speedier than the speediest human hands"—217.9 Words per Minute, based on International Typewriter Contest Rules, five strokes to the word.

Imagine such an amazing speed potential as eighteen strokes to the clock tick. Then only can you conceive a mechanism and stability which is an affinity for the nimble fingers of the fastest typists—the Champions.

The outstanding performance of the UNDERWOOD was never developed through any lofty ambitions to attain speed beyond the topmost requirements, the day-in-and-day-out needs, of the modern business office. Speed, without legibility and dependable stability, would account for but one advantage in the many features of superiority embraced in UNDERWOOD'S improved basic design.

UNDERWOOD engineers at the Underwood Elliott Fisher General Research Laboratories are constantly engaged in research tests in which the elements of easy operation, smooth performance, clean-cut and legible production and enduring performance are all made pre-requisite in UNDERWOOD de-

GEORGE L. HOSSFIELD, 10-*times winner of the world's championship on the* UNDERWOOD.

*Scientific, super-speed test, proves the Underwood is faster than human hands can ever hope to be. Underwooa speed at times reaches rate of 290 words per minute!*

# 217.9 Words

## Underwood Proves Speedier than Speediest Human Hands

IMAGINE a stock model Underwood operating at a rate of 217.9 words a minute — placing clean-cut type impressions on paper at the startling speed of 18 strokes to the clock tick.

Imagine a typewriter operating at a rate of speed that would make it possible to dash off an entire column of The New York Times in 5 minutes, type The Declaration of Independence in 6 and copy Lincoln's Gettysburg Address in less than a minute and a quarter!

For that is the *certified* performance of a stock model Underwood operated by mechanical "fingers" in a test conducted at the Research Laboratory of the Underwood Elliott Fisher Company at Hartford, Connecticut.

Because Underwood engineers sought to determine the Underwood's performance at speeds far beyond the limitations of human hands, the Underwood was operated at 290 words per minute for individual lines, while the score for the com-

Copyright 1941, Underwood Elliott Fisher Company

# Underwood

# st Champions!

sign. The triumvirate of speed-legibility-endurance spell out what is, perhaps, of greatest interest to the over 5,000,000 UNDERWOOD users as well as the prospective users . . . VALUE —with more speed reserve than will ever be required, however rapid the operator.

In other words UNDERWOOD design is ahead of every possible requirement for speed . . . and definitely fulfills the most exacting demands for high quality output and lasting service.

* * *

THE life of an Underwood Typewriter —its stamina in standing up under the most severe production tests—can be measured in miles and miles of rapid and legible typing.

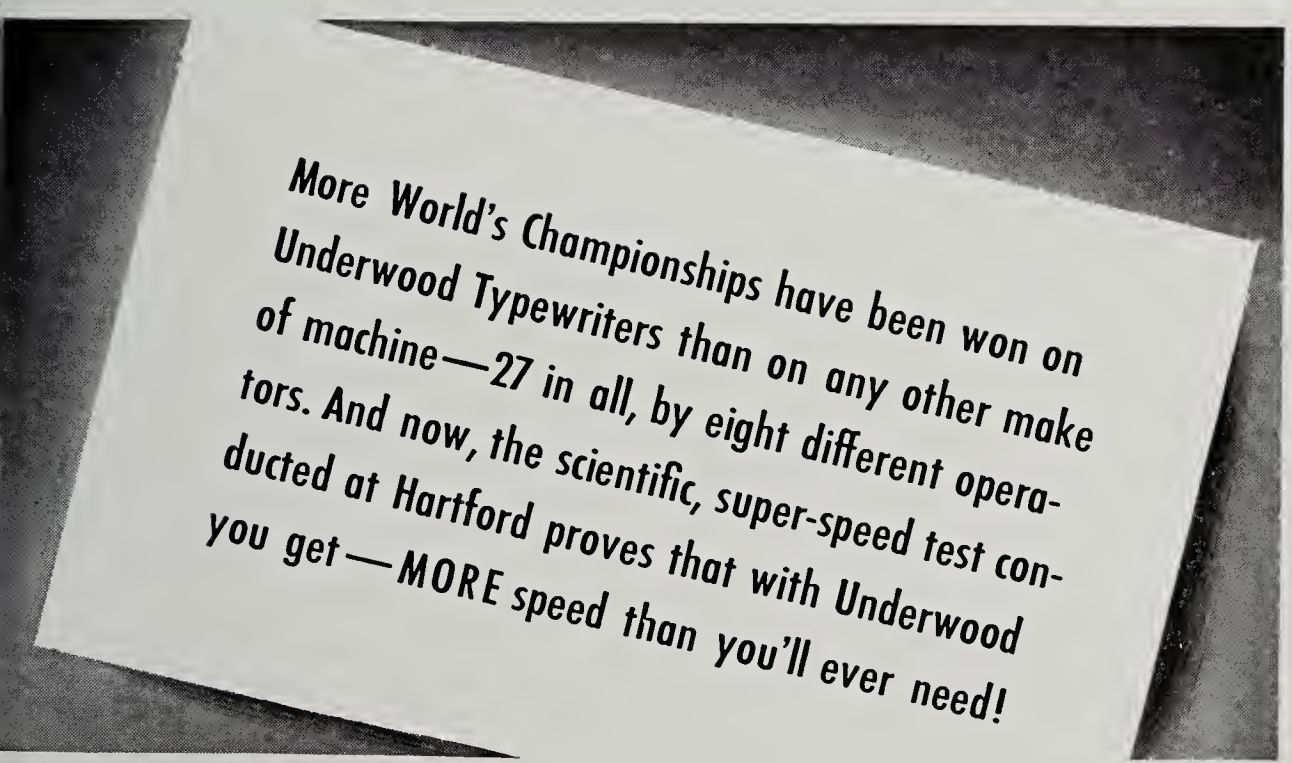
In recent General Research Laboratory tests some very interesting figures on continuous production performance were disclosed, in an endeavor to ascertain the useful life of a stock model UNDERWOOD.

In order to maintain the equivalent of continuous typing production, the typing was done on rolls of paper 8½" wide. The rolls measured from 250 to 300 feet in length, approximately 340 miles of paper if laid end to end.

A total of 43,000,000 words were typed, involving the staggering sum of 216,000,000 keystrokes before the stock model Underwood Typewriter began to show any effects of the ordeal without repair or replacement of parts. Perhaps in all the history of the typewriter no machine has ever been subjected to such a severe performance test with such gratifying results—proving "The Machine of Champions" is not only built for speed but also for long and hard usage.

When we say "The Machine of Champions" we are ready to prove it has all the champion qualities and refinements.

When we claim built-in superiority —a machine that stands up under the most severe super-speed tests—we need only point to its twenty-seven World's Championships and glory in a key-action speedier than the speediest human fingers.




# per Minute!*

* *Scored in accord with International Typewriting Contest Rules . . . 5 strokes to the word.*

plete test (including carriage returns, etc.) was 217.9 words per minute!

It is significant of Underwood precision manufacturing that even at three or four times the speeds at which most typewriters are operated, the character of the Underwood's finished work in this test was clean-cut, evenly spaced and in good alignment.

Ease of operation — smoothness of performance — a fine quality of impressions — plus a tremendous reserve of speed — here are the qualities you get in the Underwood.

*Underwood (S-Master Model) Typewriter as used in super-speed test in Research Laboratory at Hartford.*

**UNDERWOOD ELLIOTT FISHER COMPANY**
One Park Avenue, New York, N. Y.
Sales and Service Everywhere
Underwood Elliott Fisher *Speeds the World's Business*

*Amateur Champion Typist* GRACE PHELAN *whose speed record is a tribute to* UNDERWOOD *supremacy.*

*Types Better Letters...Faster!*

# Confab on Modernization

"Now is the time, the logical time, to check up on the equipment vitally necessary in the operation of our business." An office manager is speaking.

"Here we are, month after month, wisely spending money to replace worn-out plant equipment, scouring the market for machine tools, repairing and replacing motors and power units—and not a thought for equipment equally as vital to our production and success which costs but a fraction of the heavy production machines.

"Our adding machines are obsolete, old fashioned and cumbersome—difficult to handle and almost constantly needing repair.

"Our typewriters have been in service so long they have been written off years ago—and the work they turn out, except for a few machines handling the executive correspondence, is a disgrace to the organization. Month after month repair charges are mounting, and month after month our trade-in allowances are falling. No matter which way we approach this question of new typewriters, and good ones, we are up against a choice between rebuilding or replacing the most of them.

"I have looked into the ages of the typewriters we are using; its simply amazing. Believe it or not Tom Jenning's girl is operating an old mill that is 18 years old—and our worthy cost clerk is running a unit—rebuilt by some shyster a few months ago— which should have been pensioned off years ago—a dilapidated, almost constantly out-of-order machine, which has taken a beating for 15 years.

"But that is not all," continued the office manager, "we are running accounting machines, three of them, which are a positive obstacle to production at low cost, when compared with the 1941 models, as they are lacking in numerous fine features which save time, labor and expense. These machines should be junked, if not traded-in. They work, yes . . . but the newest models can produce twice as much and better work.

"Put all these machines together . . . size them up . . . study the character of work they are doing—while our business has prospered and expanded these machines, of ancient vintage, have contributed very little to our progress because they are out of tune with the times and not adaptable to the modern methods.

"And another thing—the people operating these relics of another day cannot get enthused over their work, or their house—because they naturally seem to think in terms of slap-stick output. We certainly can't expect them to perform miracles with these old contraptions. As a matter of sheer pride in our office facilities, we should replace every one of these older than five years —if not all of them—with highly proficient, modernized machines of the latest types and designs.

"I know," continued the Office Manager, "all you fellows seem to worry about is the cost of the new equipment. But did you ever consider what we are losing in output and prestige?

"When the sales department, or the advertising department, or the production department need anything to speed up sales or production, they manage to get what they want, even though the cost is many times that of replacing our battered office machines. But the sales and advertising executives yell their their heads off (*Continued on page* 15)

*A shipment of* 65 UNDERWOOD *Typewriters sold by our agents* ARTURO W. BOOTE Y CIA., *of Buenos Aires, to the French Bank* (BANCO FRANCES DEL RIO DE LA PLATA) *in Buenos Aires. At the right is* SR. CARLOS A. PANCORVO, *Sales Manager, who handles this account and, on the left* DON JUAN MCGEACHIE, *Sub-Manager of* BOOTE Y CIA.

*You cannot blitzkrieg this* UNDERWOOD—*an unexploded time bomb drove this business woman from her office in Central London district and while her ladyship was awaiting transportation to new premises, she bravely carried on typing a few urgent letters on the sidewalk. The undaunted spirit of the Londoners gathered in the background is reflected in their jovial smiles—laughing down fear. Photo appeared, front page, in the* THE STAR *of Sheffield.*

*Payroll Division of 26th Air Base Group, Headquarters Squadron, Western Field, Northeast Air Base, Chicopee, Mass., where a battery of* UNDERWOODS *are "in the service." Sale of the* UNDERWOODS *was made by salesman* LEO F. GALLIVAN *who installed a total of* 16 *S-Master Models at the Air Base. We are grateful to Major* GEORGE DEGRAFFE, *Post Quartermaster and Captain* HUYLER, *Public Relations Officer, for permission to take the photo.*

## Philip N. Sea

It is with deep regret that we announce the death of Philip N. Sea, a representative of the Chicago Office, on June 24, at St. Luke's Hospital, Chicago. He was 63 years old.

Mr. Sea, who lived at 668 Irving Park Road, Chicago, was the son of the late Sydney W. Sea, early Chicago hotel owner, and brother of the late S. Guy Sea, who was once business manager of the old *New York World.*

Phil Sea was a top ranking salesman for the Adding Machine Division since he first joined the organization in 1927. Previously he was connected with the old Sundstrand Corporation of Rockford, Illinois.

The UEF Family extends its sincere sympathy to his widow, Mrs Marjorie Sea, and a niece, Mrs. Norton B. Smith, Jr.

## Underwood Portable in Movie Promotion

Warner Brother's historical classic "Santa Fe Trail" was properly and effectually introduced to the people of Portland, Oregon, with a wave of publicity for two weeks preceding its premiere. The Underwood was conspicuous in all this publicity, as a portable was offered as one of the prizes in a Santa Fe Trail Essay Contest sponsored by the management of the Broadway Theatre of Portland.

Under the direction of the theatre's publicity director, Mr. McCurdy, with the collaboration of J. J. Parker, owner of the theatre and H. K. Ehrsam our Portland Branch Manager, the promotion of the essay contest resulted in the development of wide-spread interest. Scholastic Magazines, newspaper, radio and other media were utilized, none the least an attractive display of the prizes in the lobby of the theatre for two weeks preceding the showing.

Thousands of aspiring eyes were on the trim Underwood Portable, particularly those of an army of high school students who competed in the essay contest. The Grant High School gave considerable publicity to the contest because of its literary possibilities and the historical significance of the movie classic.

Miss Teresa Hoss, resident of Portland and student at Grant High School, won the Underwood Universal Elite Portable. It was presented to her, before a packed house, by J. J. Parker, owner of the theatre, at the premiere. Participating in the presentation was J. F. White of our Comptroller's Division and H. K. Ehrsam our Portland Branch Manager.

Good luck to you Miss Hoss—and may you always cherish the spirit of victory reflected in your winning essay and advance from one achievement to another . . . with your Underwood!

Miss Teresa Hoss *seated at Underwood Portable, awarded in the Santa Fe Trail Essay Contest. With the prize winner are—left to right—*J. F. White *of our Comptroller's Division,* Mr. McCurdy, *publicity director of the Broadway Theatre, and* H. K. Ehrsam, *Portland Branch Manager.*

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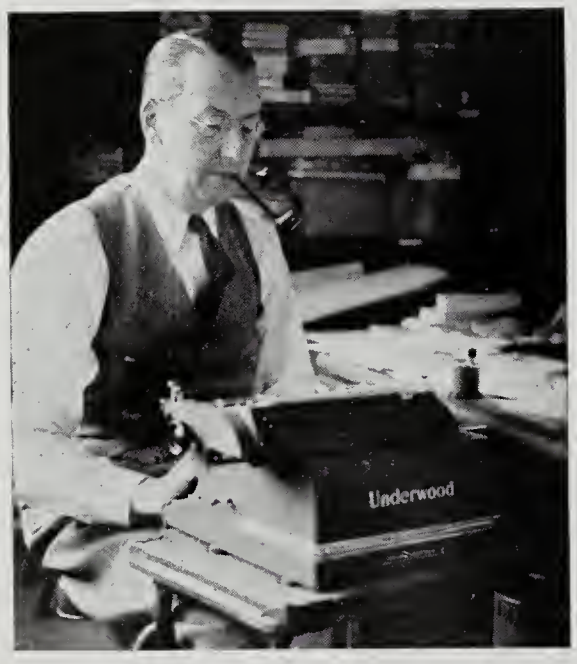



*A publicity director who endearingly refers to his* Underwood *as his "faithful friend,"* M. Russell Berger *of the* Frank H. Fleer Corporation, 1000 *Diamond Street, Philadelphia, Pa., makers of fine chewing gums since* 1885. *This candid shot was snapped by one of the firm's chemists.*

*This interesting window—displaying Underwood Portables at* Laubheim's, *Chambersburg, Pennsylvania—is typical of the windows used by credit outlets throughout the country to display* and sell *our Personal Typewriters.*

# *Back Stage* WITH THE SUNDSTRAND CLASS A AND ELECTRIC-KEYBOARD ELLIOTT FISHER DIRECT MAIL CAMPAIGNS

Timing your advertising contacts with your personal calls on your Qualified Sundstrand and Elliott Fisher Prospects—that's the essence of the Accounting Machine Division's 1941 Direct Mail Advertising.

Day after day, month after month, the trained young women in the above illustration are receiving the accounting machine salesmen's lists of Qualified Prospects (both Sundstrand and Elliott Fisher).

As the day-to-day lists of Qualified Prospects are received, the envelopes for a complete set of mailings are addressed for each Qualified Prospect and filed for mailing at intervals of ten days. The cabinet to the right shows how the addressed envelopes are filed for day-to-day mailings.

When the envelopes for a given salesman's list have been addressed, the list is stamped by the operators with the date of mailing on the first piece. The list, stamped with the initial mailing date, is then returned to the salesman. In a glance he can ascertain the mailing dates on his Qualified Prospects and time his follow-up calls accordingly.

A duplicate copy of each sheet of Qualified Prospects is kept on file at headquarters for periodic analysis.

This analysis discloses many interesting things: First, the salesmen who are actively cooperating and utilizing this wonderful sales assist material; second, the Branches most actively supporting the campaigns; third, the aggregate interest of the accounting machine salesmen and branch managers in the campaign; fourth, the effect of the campaign in supporting the salesmen's day-to-day activities.

It is encouraging to notice the widespread interest in these two pre-selling direct mail campaigns. The manner in which the salesmen are responding with names of Qualified Prospects is indicative of very successful campaigns. As we go to press 14,799 Qualified "EK" Prospects' names have been received from the field force . . . and covered by the "EK" Direct Mail material; and 14,411 Qualified Sundstrand Prospects' names have been received . . . and likewise covered by the Sundstrand Direct Mail campaign.

Here is a live, a moving, a compelling and properly timed campaign, directed to the salesman's Qualified Prospects, and timed to synchronize with his personal calls on his current prospects. The volume of both "EK" and Class A Sundstrand sales traceable to the coordinating of the direct advertising and the salesmen's personal calls is very encouraging. In fact, both have "registered" so forcefully that it was necessary to reprint each campaign so as to derive the fullest measure of advertising benefit, sales support and sales results from each campaign.

Nothing succeeds like success! If you happen to be one of the accounting machine salesmen who have not taken full advantage of your sales possibilities under these two splendid campaigns (and there are some) wake up! Send in the names of YOUR current Qualified Prospects. You have the forms on which to list them. Be sure to type these carefully, including in each instance the name (and initials) of the individual and his title, as well as the firm name and address.

This little peek "Back Stage" on the operation of the Sundstrand and Elliott Fisher campaigns is intended to awaken every accounting machine salesman's interest and stimulate his action in the field. It is not something in embryo, or a plan in the making. On the contrary it is a day-to-day coordination of constructive advertising with direct sales work—directed where it will do you the most good, and timed to reach your Qualified Prospects about the time YOU are making a "personal appearance" in the prospect's offices. What could be sweeter?

# Internal Quotes

**Blue-Pencilled Excerpts Culled from Everyday Internal Correspondence. Timely Flashes Preserved from the Obscurity of Buried Treasure**

THE results are gratifying . . . we are keeping pace with the demands of accelerated business conditions for faster, easier operating adding-figuring machines. *Our greatest handicap is time.* Make every minute count and you will profit by substantial increases in sales and earnings.—N. D. MACLEOD.

" " "

THESE new Electric Keyboard Machines have everything—easy and simple operation, unexcelled manifolding power, unlimited application flexibility, exclusive roll carbon paper features, form-handling simplicity, durability, operator appeal—all at a low price.

As you know, our National Defense Preparedness Program has stimulated tremendous expansion in many industries. In every line of business the number of transactions has increased to an extent where new and additional equipment is required to handle the records, many of which are multi-copy records that offer excellent opportunities for the sale of Continuous Form Machines.

—ALFRED JENSEN.

" " "

FROM Washington, D. C., MR. BROWNELL suggests that more emphasis should be placed on the completeness of the UNDERWOOD line of typewriters. No other typewriter contractor can offer such a versatile line of equipment, in which one or more models can be supplied for every typewriter requirement, and for that reason we suggest 1: MORE CALLS on every Government Field Office in your territory; 2—Increased demonstrations of the Noiseless Models; 3—An analysis of the reports issued and more demonstrations of wide carriage models; 4—Demonstrations of special features, such as, Right Margin Justifying Device, Carbon Ribbon Attachment, Stroke Control.—JAMES D. DONOVAN.

" " "

THE National Association of Public School Business Officials publishes a monthly magazine, in which this pertinent paragraph has appeared:

BUY EARLY

The wise school purchasing agent will anticipate his needs much further in advance, in view of market conditions. Difficulties in procurement of items in heavy demand, with accompanying delays, together with some probable advance in price level, point to the wisdom of early buying.

Why not take advantage of the stimulation the Association is giving its own membership?—R. E. STEWART.

" " "

EVERY business is required by law to keep an account record of working hours on each employee. The new Sundstrand 60th Fractional Model 10140P-60-QM will assist employers in preparing their important records. The machine will add and subtract minutes, as they accumulate, to make hours and will give a listing and total of actual hours and minutes. . . Every concern involved in manufacturing or flying airplanes needs a machine to add and subtract flying and testing time. This gives an opportunity to sell the 60th Fractional Model to an industry becoming more important daily.

—N. D. MACLEOD.

" " "

OUR Operator School and Employment Department activities are increasing. Revenue for the year 1940 showed a gain of 19% over 1939; and revenue for 1941 is consistently ahead of that for 1940, the result of increasing both Operator School student enrollments and the number of placements.

Their activities are of the utmost importance to you; their value in good will alone can be tremendous; good will from those for whom we obtain positions; good will from those to whom we furnish efficient operators . . . every operator of accounting machines, billing, adding, typist or clerk, should be a booster for UEF.—LEO T. OSMAN.

" " "

EXHIBITS of our products will be conducted at these three important Conventions: National Retail Dry Goods Association, Chicago, Ill.; National Retail Credit Association, New York, N. Y.; Controllers' Congress, San Francisco, Cal.

Machines and plans reflecting modern and simplified methods will be brought before thousands of Department Store Accounting Executives, with emphasis on Simplified Accounts Receivable Billing (Itemized and Non-Itemized), Daily Billing and Cycle Billing, supported by an article from "Retail Management" in which the well known H. C. Capwell Company of Oakland, Cal., definitely increased accounting production 20% with the New "EK" Elliott Fisher Accounting-Writing Machine.

We suggest you interview the Controller of every department store in your territory to discuss this article. (Copies of article were sent to the field on May 29. More copies are available if required)

—ALFRED JENSEN.

*Snapped at the Surprise Dinner tendered* L. S. WEBSTER, *Manager of our Pittsburgh Branch, on his 25th Anniversary with the Company, June 3rd.* W. F. ARNOLD, *General Sales Manager, was the principal speaker.*

ORDERS received last month for Sundstrand Adding Machines exceeded in volume that of any month in our history. A record for June closed the first six months of this year with every District well over quota . . . We look back over the records of the first half of this year with much satisfaction. We look ahead, however, to the remaining half of 1941 with confidence for even greater accomplishments.

—N. D. MACLEOD.

" " "

THE unit sales for the first six months of 1941 exceeded considerably the sales for any first six months period since Underwood Typewriters were born.

—JAMES D. DONOVAN.

• • •

## Confab on Modernization

(*Continued from page* 10) if our letters and accounting records show any of the earmarks of sloppy production.

"But it isn't machines alone that I am complaining about, so much as cumbersome, old-fashioned high cost methods we employ—and we cannot improve these methods with those heirlooms of another era.

"It is really a shame to acknowledge that when we computed the age of our office machines and averaged the combined ages of all machines, the average runs over 12½ years, for equipment that is hard worked, day in and day out. As other divisions of our business met changing demands and conditions we toddled along with our office equipment. It is high time we brought our office equipment up-to-date . . . no better time than right now!"

* * *

How many office managers would voice this identical thought if they were to sit in with the heads of their enterprises?

How many typists and clerks are shackled to old fashioned office machines . . . and, in fear, feel constrained not to give vent to their discouragement in doing a really good day's work?

How many business executives look to their office machines and writing and accounting methods as a means of lowering the cost of doing business?

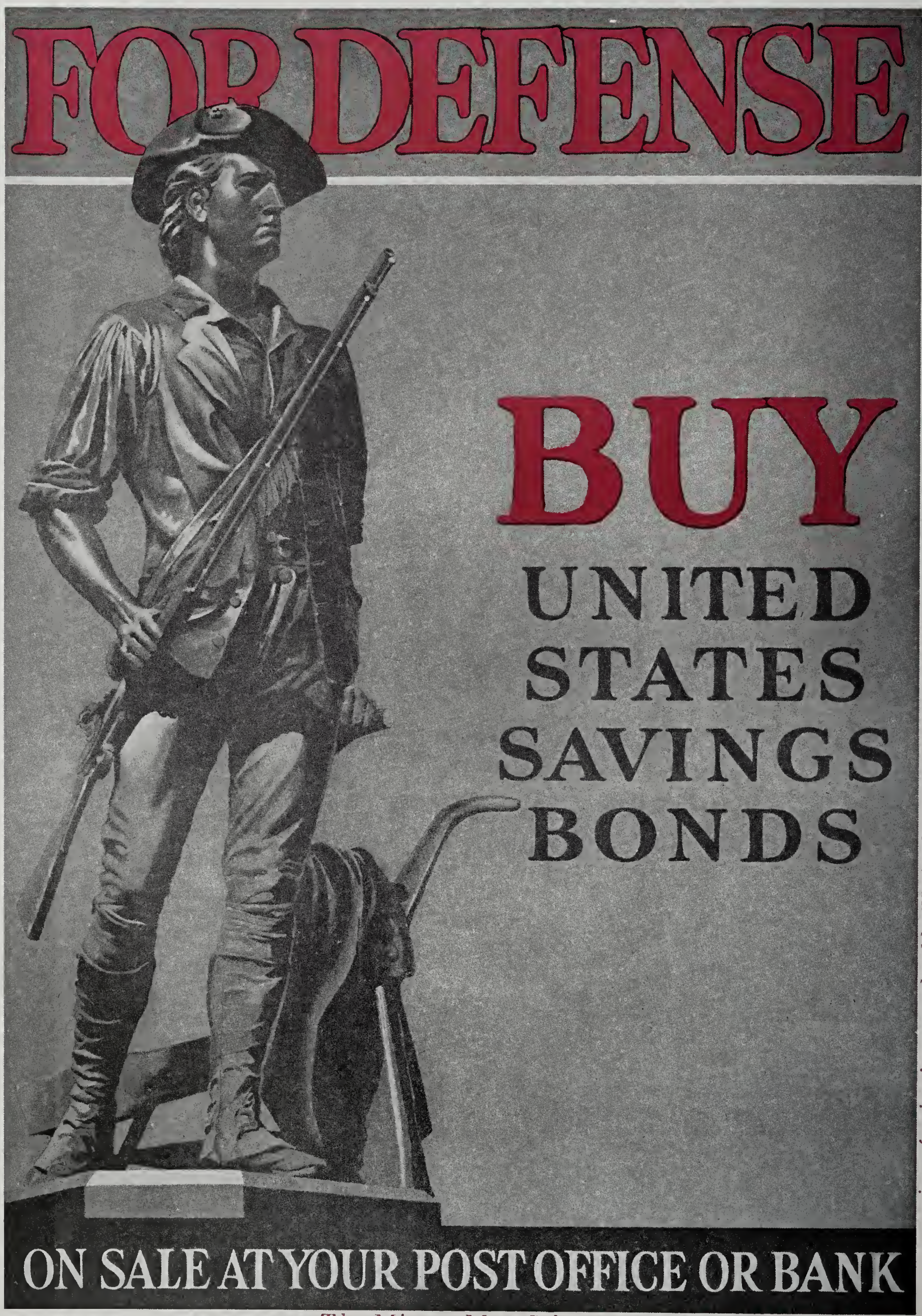
But these countless office managers, accountants, stenographers, typists and clerks loyally and faithfully carry on—year after year—with the equipment their managers see fit to tolerate . . . or provide. And management *always* awaits the most favorable time and conditions to meet the problem of replacements and modernization.

Figure it any way you will . . . that time is *now!*

EARS OF THE ETHER—*"somewhere in England"—a snapshot of a British Broadcasting Company Listening Post, where every item of foreign news is received and recorded, technically named Monitoring. Behold the* UNDERWOOD! *Verily, you DO see them wherever you go.*

*Picture shows members of the First Canadian Divisional Signal Corps in training at Aldershot, the office staff at work in the open. Here, again, in the military service of our northern neighbor, the* UNDERWOOD *typewriter is part of the equipment.*

*Pichincha Battalion noncommissioned officers of Colombian Army, stationed at Cali, Colombia, with a group of* UNDERWOOD *Portables with Built-in Typing Stands. The Commandant, Major* ROBERTO VANEGAS *is supervising the typing class. Our representatives* BOTERO SALAZAR & CIA *made the sale.*




*The Minute Man Sales Contest offers UEF Salesmen the opportunity of winning a valuable United States Defense Bond.*

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